



GENERAL MANAGER | APPLICATION PACKAGE | JANUARY 2017

This package includes the employment and application details as well as Green Thumb Theatre's Strategic Priorities 2017-2020 document.

Annual Reports and additional company information can be found on our website.

greenthumb.bc.ca



EMPLOYMENT OPPORTUNITY | General Manager

Green Thumb Theatre is currently inviting applications for a **General Manager**.

This is a full time salaried senior management position that, with the Artistic Director, reports directly to the Board of Directors.

Anticipated Start Date: April 2017. Exact date to be determined dependent on the successful candidate.

Organization Description:

Green Thumb Theatre is a touring theatre company based in Vancouver, BC. We commission and develop new Canadian plays with a focus on work that explores social issues relevant to the lives of children, youth and young adults. Green Thumb tours between 4 and 6 productions a season throughout BC, across North America and occasionally overseas. As well, Green Thumb has a robust commissioning and play development program that has seen the creation of some of the most produced plays in Canada. Green Thumb's annual operating budget fluctuates between \$875,000 and \$975,000 depending on touring activity. There is a core staff of 5 as well as the senior management team of the General Manager and Artistic Director. The organization is now housed in the Schoolhouse buildings on the site of Sir Guy Carleton Elementary School. This facility includes administrative offices, 2 rehearsal halls and parking for touring vehicles. It is located in the Renfrew-Collingwood neighborhood of South East Vancouver.

Job Description:

One of the most prolific and renowned theatre companies in Canada, Green Thumb Theatre is seeking a new General Manager to lead the organization in collaboration with the Artistic Director. The General Manager supports and moves forward the artistic vision and mission of the organization and is responsible for all administrative and financial oversight. This is a dynamic position with a large scope of work.

Responsibilities:

Principal duties include:

- Supporting the Artistic Director's vision and strategic plans by securing the necessary resources (finances, human resources, equipment, and premises).
- Creation of annual operating and long term budgets and management, control and reporting on the current financial position of the company.
- Hiring, supervising and terminating administrative staff which include but are not limited to touring, production, fundraising/development and accounting positions, as well as artists.
- Assisting the board through timely reports, attendance at board meetings, creation of policies and procedures, recording minutes, and other assistance.
- Representing Green Thumb Theatre in local, provincial, national and international community events and meetings.
- Preparation of principal operating and other grants and supervision and or preparation of other corporate, foundation, individual or other fundraising requests and activity.
- All other management duties to insure the on-going operating objectives of the organization.



Qualifications:

Applicants should have a minimum five years' experience as an arts administrator or the equivalent of experience and education. Computer literacy in word processing, spreadsheets and email programs are a requirement, as are strong written and verbal communications. Assets include experience with all three levels of government funding and granting programs, the Canadian Theatre Agreement and related contracts as well as other labour agreements (ADC, PGC), contracting playwrights, managing personnel, writing policy, and the ability to juggle multiple tasks without missing deadlines.

How to Apply:

Interested applications are asked to submit a resume and an expression of interest (*no more than three pages in length*) that speaks to the applicant's knowledge of and interest in working with Green Thumb Theatre and should clearly demonstrate the applicant's relevant experience in relationship to the requirements of this position.

Applications should be received **no later than February 10th, 2017** and should be sent in confidence via email to:

gmsearch@greenthumb.bc.ca

Remuneration:

Salary commensurate with experience and qualifications.
Medical and Dental Benefits as per Green Thumb Theatre's policy.

Application Deadline: February 10th, 2017

We thank all applicants however only those selected for an interview will be contacted.



GREEN THUMB
THEATRE

**STRATEGIC
PRIORITIES
2017-2020**



GREEN THUMB THEATRE

MISSION

Green Thumb Theatre creates and produces plays that explore social issues relevant to the lives of children, youth, and young adults. We provide theatre that celebrates the language and stories of today's generation and culture to stimulate empathy, debate, and critical thinking.

VISION

To produce excellent material that is rewarding for artists and audiences alike by valuing both youth engagement and artistic integrity.

HISTORY

Green Thumb Theatre was founded in 1975 to develop original Canadian plays for young audiences. Since that time, Green Thumb has emerged as one of Canada's leading theatre companies for young people, producing excellent material for audiences and artists, and contributing to the growing body of work evolving in this field. Green Thumb demonstrates a new excitement and potential for children's theatre.

After 40 years, Green Thumb Theatre is still at the forefront of the Theatre in Education movement, using the emotional impact of live performance to educate and empower young people. We challenge our audience to re-examine their beliefs and prejudices, and to define their feelings and aspirations.

Green Thumb believes that young Canadians face the same scope of issues, problems, concerns, and interests that adults do; however, many young people are disempowered from effectively confronting difficult or complex situations, a result of societal, systemic, or cultural beliefs and discriminations. As Canadian society diversifies it is more important than ever that people respect each other and each other's differences.



EXECUTIVE SUMMARY

In the Fall of 2015, Green Thumb Theatre's Artistic Director and General Manager began working with the Board of Directors on a year long process to develop a new strategic plan for the organization.

Having now completed the process, which included an in-depth SWOT analysis of the organization, conversations that included questions, wondering, and reflections on the history and the future of Green Thumb Theatre, we have identified three key areas for the organization to develop and nurture in the coming year.

As well as identifying key strategic priorities, we also identified areas of the organization that need to be monitored and maintained, but that do not currently require further development.

Since much has changed for Green Thumb in recent years, and within the context of a rapidly evolving world around us, we have laid out a set of strategic priorities for the next three years. Each of these priorities, their goals, and the actions required to implement them will be reviewed annually as we move forward.

We must be adaptive and responsive within this framework in order to take advantage of opportunities and to deal with unforeseen challenges should they arise.

It seemed to fitting to be working on the strategic plan over the course of our 40th season. We were able to look back, be inspired as well as learn from the mistakes and successes of the past 40 years, while looking forward to what is possible in the next 40 years.

Many thanks to our Board of Directors for their time and insight during this process.

STRATEGIC PRIORITIES 2017-2020

Green Thumb Theatre's core priorities remain the commissioning, development and touring of exceptional theatre for audiences of all ages, as well as offering educational and rental opportunities at our facility at the Schoolhouse.

We have identified the following areas of the organization as ones that need to be monitored and maintained, but do not currently need further development:

- **Board**
Green Thumb Theatre's Board of Directors reflect a diverse array of community members. Largely a governance board, there are long standing members who have a historical knowledge of the organization and are able to share that knowledge with newer members. The board is very collegial and also very dedicated to the work of Green Thumb Theatre.
- **Staff**
Green Thumb Theatre's staff bring a working knowledge of theatre to the organization, with specialization in touring, producing and education.
- **Programming**
While we will continue to explore additional programming as laid out our strategic priorities for the coming three years, our core programming remains the cornerstone of the organization.

We have identified the following areas of the organization that do require further development as we move forward over the next three years:

- **Financial Plan**
Green Thumb Theatre will continue to diversify and strengthen its financial position
- **Business Model**
Green Thumb Theatre will evolve a business model that is diverse and responsive
- **Facilities Development**
Green Thumb Theatre will fully utilize the facilities of the Schoolhouse buildings for programming and rentals

These three key areas are intrinsically linked to one another and to all other aspects of the organization. Development in these areas will be integral to maintaining a sustainable organization for the next 40 years.

STRATEGIC PRIORITIES 2017-2020

FINANCIAL PLANNING

Green Thumb Theatre will continue to diversify and strengthen its financial position

1). To retire the capital deficit on the Schoolhouse Project

Over the next three years, Green Thumb Theatre will begin to research and pursue different possibilities for retiring the capital deficit on the Schoolhouse Project. While we recognize that this is of the utmost importance for the organization, we also recognize that this is a longer term goal and that it may not be accomplished within the time frame of this strategic plan.

2). To rebuild our working capital reserve

In tandem with retiring the capital deficit, Green Thumb Theatre will begin to rebuild the working capital reserve. The goal is to accomplish this within a 3 to 5 year timeframe.

3). To focus on areas of fund and revenue development previously unexplored such as planned giving, significant increase in monthly donors, and long term funding relationships with corporate or private partners

This overall goal has many small, medium, and large targets that will happen in the short, medium, and long term. Senior Management working with development staff will research, develop, and implement fundraising and development plans in order to meet these objectives.

BUSINESS MODEL

Green Thumb Theatre will evolve a business model that is diverse and responsive

1). To formalize our rental subsidy program

This program officially launched in the Fall of 2016. Over the last two seasons, we have essentially run this program on an as asked basis. The application process has now been formalized and launched with our new website. With this program, we will be able to fairly adjudicate which groups are awarded the subsidized rental weeks.

2). To increase our educational programming in a thoughtful and properly researched manner. Programming will include after school and summer drama programs, as well as the continuation of the Spring Break Drama Camps

With the hiring of a Education Manager, we now have a staff position that will be responsible for the growth in this area of the organization.

3). To explore the possibility of making school shows revenue neutral

The cost for school touring continues to rise (artists fees, gas, vehicle maintenance, etc), while school districts and schools are having funds continually cut. The result of this is that Green Thumb Theatre must incur more and more of the cost for a school show each year as we are unable to increase the price of school shows. While we seek out government and private sector funding to help offset the cost, we foresee a time in the not to distant future when schools will simply be unable to afford even the low fee we now charge. As a result of this, we would like to explore options for making school performances completely free for schools. If as a culture, we believe in the intrinsic value of arts in education, then there must be a way to work with government and other agencies to support this activity.

4). To explore the possibility of broadcasting large scale productions to remote areas of the province and country

The ever rising cost of touring mean that we must limit our cast size when producing shows. As new technologies continue to emerge and become more efficient, we will begin to look at producing shows of a larger scale that can be live broadcast to remote areas of the province and country.

STRATEGIC PRIORITIES 2017-2020

FACILITIES DEVELOPMENT

Green Thumb Theatre will fully utilize the facilities of the Schoolhouse buildings for programming and rentals

- 1). To seek out new clients for market rentals
- 2). To fill unused rental weeks with rental subsidy applicants
- 3). To build and finance a maintenance schedule to protect the long term use and condition of the buildings
- 4). To continue conversations with the Vancouver School Board about the future of Green Thumb Theatre and the site of Sir Guy Carleton Elementary.